

VIRGINIA SLIMS FEBRUARY 1995														
ORIGINAL FORECAST WEEKLY BUILDS														
12/18/94														
WEEK ENDING	WEEK NUMBER	CUM% COMPLETE	CUM MAIL	WEEKLY MAIL	CUM T-SHIRT	WEEKLY T-SHIRT	CUM LIGHTER	WEEKLY LIGHTER	CUM RED PURSE	WEEKLY RED PURSE	CUM BLACK PURSE	WEEKLY BLACK PURSE	CUM WATCH	WEEKLY WATCH
2/8/95	1	1.3%	2,270	2,270	356	356	382	382	518	518	864	864	1,007	1,007
2/15/95	2	4.1%	7,288	5,017	1,144	788	1,226	844	1,864	1,145	2,773	1,909	3,233	2,226
2/22/95	3	7.5%	13,212	5,924	2,074	930	2,223	997	3,016	1,352	5,027	2,254	5,862	2,628
3/1/95	4	10.4%	18,274	5,062	2,868	795	3,075	852	4,172	1,156	6,953	1,926	8,108	2,246
3/8/95	5	13.9%	24,567	6,293	3,856	888	4,134	1,059	5,609	1,437	9,348	2,395	10,800	2,792
3/15/95	6	17.6%	31,058	6,491	4,875	1,019	5,227	1,092	7,091	1,482	11,817	2,470	13,780	2,880
3/22/95	7	20.9%	36,876	5,818	5,788	913	6,206	979	8,419	1,328	14,031	2,214	16,361	2,581
3/29/95	8	24.8%	43,689	6,813	6,858	1,069	7,353	1,147	9,974	1,555	16,623	2,592	19,384	3,023
4/5/95	9	29.4%	51,864	8,174	8,141	1,283	8,728	1,376	11,840	1,866	19,734	3,110	23,011	3,627
4/12/95	10	32.9%	58,052	6,188	9,112	971	9,770	1,041	13,253	1,413	22,088	2,355	25,757	2,746
4/19/95	11	37.3%	65,706	7,654	10,313	1,201	11,058	1,288	15,000	1,747	25,000	2,912	29,153	3,396
4/26/95	12	41.6%	73,213	7,508	11,492	1,178	12,321	1,263	16,714	1,714	27,857	2,857	32,484	3,331
5/3/95	13	46.5%	81,848	8,634	12,847	1,355	13,774	1,453	18,688	1,971	31,142	3,285	36,315	3,831
5/10/95	14	50.5%	88,965	7,118	13,864	1,117	14,972	1,198	20,311	1,625	33,851	2,708	39,473	3,158
5/17/95	15	55.1%	97,053	8,087	15,234	1,269	16,333	1,361	22,157	1,846	36,928	3,077	43,061	3,588
5/24/95	16	58.7%	103,488	6,435	16,244	1,010	17,416	1,083	23,620	1,469	39,370	2,448	45,916	2,855
5/31/95	17	62.8%	110,622	7,135	17,363	1,120	18,617	1,201	25,255	1,629	42,091	2,715	49,082	3,166
6/7/95	18	67.4%	118,684	8,062	18,629	1,265	19,974	1,357	27,095	1,841	45,158	3,068	52,659	3,577
6/14/95	19	71.9%	126,725	8,041	19,891	1,282	21,327	1,353	28,931	1,836	48,218	3,060	56,226	3,568
6/21/95	20	78.2%	137,830	11,104	21,634	1,743	23,196	1,869	31,466	2,535	52,443	4,225	61,153	4,927
6/28/95	21	87.8%	154,698	16,868	24,282	2,648	26,034	2,839	35,317	3,851	58,861	6,416	68,637	7,484
7/5/95	22	96.6%	173,767	19,089	27,275	2,993	29,243	3,209	39,670	4,353	66,117	7,256	77,098	8,461
7/12/95	23	99.3%	174,945	1,177	27,460	185	29,442	198	39,939	269	66,565	448	77,621	522
7/19/95	24	99.7%	175,649	705	27,570	111	29,560	119	40,100	161	66,833	268	77,933	313
7/26/95	25	100.0%	176,183	534	27,654	84	29,650	90	40,222	122	67,036	203	78,170	237

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VIRGINIA SLIMS FEBRUARY 1995														
ORIGINAL FORECAST WEEKLY BUILDS - RETAIL														
12/16/94														
WEEK ENDING	WEEK NUMBER	CUM% COMPLETE	CUM MAIL	WEEKLY MAIL	CUM T-SHIRT	WEEKLY T-SHIRT	CUM LIGHTER	WEEKLY LIGHTER	CUM RED PURSE	WEEKLY RED PURSE	CUM BLACK PURSE	WEEKLY BLACK PURSE	CUM WATCH	WEEKLY WATCH
2/8/95	1	1.3%	298	298	0	0	50	50	68	68	113	113	132	132
2/15/95	2	4.1%	956	658	0	0	161	111	216	150	364	250	424	292
2/22/95	3	7.5%	1,733	777	0	0	292	131	396	177	659	296	769	345
3/1/95	4	10.4%	2,397	664	0	0	403	112	547	152	912	253	1,063	295
3/8/95	5	13.9%	3,322	925	0	0	542	139	736	188	1,226	314	1,430	366
3/15/95	6	17.6%	4,073	851	0	0	685	143	930	194	1,550	324	1,807	378
3/22/95	7	20.9%	4,836	763	0	0	814	128	1,104	174	1,840	290	2,146	339
3/29/95	8	24.8%	5,730	894	0	0	964	150	1,308	204	2,180	340	2,542	396
4/5/95	9	29.4%	6,802	1,072	0	0	1,145	180	1,553	245	2,588	408	3,018	476
4/12/95	10	32.9%	7,613	812	0	0	1,281	137	1,738	185	2,897	309	3,378	360
4/19/95	11	37.3%	8,617	1,004	0	0	1,450	169	1,967	229	3,279	382	3,823	445
4/26/95	12	41.6%	9,602	985	0	0	1,616	168	2,192	225	3,653	375	4,260	437
5/3/95	13	46.5%	10,734	1,132	0	0	1,806	191	2,451	259	4,084	431	4,763	502
5/10/95	14	50.5%	11,868	933	0	0	1,964	157	2,664	213	4,439	355	5,177	414
5/17/95	15	55.1%	12,728	1,061	0	0	2,142	178	2,906	242	4,843	404	5,647	471
5/24/95	16	58.7%	13,572	844	0	0	2,284	142	3,098	193	5,164	321	6,022	374
5/31/95	17	62.8%	14,508	936	0	0	2,442	157	3,312	214	5,520	356	6,437	415
6/7/95	18	67.4%	15,565	1,057	0	0	2,619	178	3,553	241	5,922	402	6,906	469
6/14/95	19	71.9%	16,620	1,055	0	0	2,797	177	3,794	241	6,324	401	7,374	468
6/21/95	20	76.2%	18,076	1,456	0	0	3,042	245	4,127	332	6,878	554	8,020	646
6/28/95	21	87.8%	20,288	2,212	0	0	3,414	372	4,632	505	7,719	842	9,002	982
7/5/95	22	96.6%	22,789	2,501	0	0	3,835	421	5,203	571	8,671	952	10,111	1,110
7/12/95	23	99.3%	22,944	154	0	0	3,861	26	5,238	35	8,730	59	10,180	69
7/19/95	24	99.7%	23,036	92	0	0	3,877	16	5,259	21	8,765	35	10,221	41
7/26/95	25	100.0%	23,106	70	0	0	3,888	12	5,275	16	8,792	27	10,252	31

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VIRGINIA SLIMS FEBRUARY 1995														
ORIGINAL FORECAST WEEKLY BUILDS - DIRECT MAIL														
12/16/94														
WEEK ENDING	WEEK NUMBER	CUM% COMPLETE	CUM MAIL	WEEKLY MAIL	CUM T-SHIRT	WEEKLY T-SHIRT	CUM LIGHTER	WEEKLY LIGHTER	CUM RED PURSE	WEEKLY RED PURSE	CUM BLACK PURSE	WEEKLY BLACK PURSE	CUM WATCH	WEEKLY WATCH
2/8/95	1	1.3%	1,282	1,282	275	275	216	216	293	293	488	488	569	569
2/15/95	2	4.1%	4,114	2,833	882	808	692	477	939	647	1,565	1,078	1,825	1,257
2/22/95	3	7.5%	7,458	3,344	1,600	717	1,255	563	1,703	763	2,638	1,272	3,309	1,484
3/1/95	4	10.4%	10,316	2,858	2,213	613	1,736	481	2,355	652	3,925	1,087	4,577	1,268
3/8/95	5	13.9%	13,869	3,553	2,975	762	2,334	598	3,168	811	5,277	1,352	6,154	1,576
3/15/95	6	17.6%	17,534	3,665	3,761	786	2,951	617	4,003	837	6,671	1,394	7,779	1,626
3/22/95	7	20.9%	20,818	3,284	4,465	704	3,503	553	4,753	750	7,921	1,250	9,237	1,457
3/29/95	8	24.6%	24,664	3,846	5,290	825	4,151	647	5,631	878	9,385	1,464	10,943	1,707
4/5/95	9	29.4%	29,279	4,615	6,280	990	4,927	777	6,684	1,054	11,140	1,756	12,991	2,047
4/12/95	10	32.9%	32,772	3,493	7,029	749	5,515	588	7,482	798	12,470	1,329	14,541	1,550
4/19/95	11	37.3%	37,093	4,321	7,956	927	6,242	727	8,468	886	14,114	1,644	16,458	1,917
4/26/95	12	41.6%	41,332	4,238	8,665	909	6,956	713	9,436	968	15,726	1,613	18,338	1,880
5/3/95	13	46.5%	46,208	4,874	9,911	1,045	7,776	820	10,549	1,113	17,581	1,855	20,501	2,163
5/10/95	14	50.5%	50,224	4,018	10,772	882	8,452	676	11,466	917	19,110	1,529	22,284	1,783
5/17/95	15	55.1%	54,790	4,566	11,752	979	9,221	768	12,508	1,042	20,847	1,737	24,310	2,026
5/24/95	16	58.7%	58,423	3,633	12,531	779	9,832	611	13,338	829	22,229	1,382	25,921	1,612
5/31/95	17	62.8%	62,451	4,028	13,395	864	10,510	678	14,257	920	23,762	1,533	27,708	1,787
6/7/95	18	67.4%	67,002	4,551	14,371	976	11,276	766	15,296	1,039	25,494	1,732	29,728	2,019
6/14/95	19	71.9%	71,541	4,539	15,345	974	12,040	764	16,333	1,036	27,221	1,727	31,742	2,014
6/21/95	20	76.2%	77,810	6,269	16,689	1,345	13,095	1,055	17,764	1,431	29,606	2,385	34,523	2,781
6/28/95	21	87.8%	87,333	9,523	18,732	2,042	14,697	1,603	19,938	2,174	33,229	3,623	38,748	4,225
7/5/95	22	96.6%	98,098	10,765	21,041	2,309	16,509	1,812	22,396	2,458	37,325	4,096	43,525	4,776
7/12/95	23	99.3%	98,763	665	21,193	143	16,621	112	22,547	152	37,578	253	43,820	295
7/19/95	24	99.7%	99,181	398	21,268	85	16,688	67	22,638	91	37,730	151	43,998	177
7/26/95	25	100.0%	99,462	301	21,333	65	16,739	51	22,707	69	37,844	115	44,130	134

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VIRGINIA SLIMS FEBRUARY 1995														
ORIGINAL FORECAST WEEKLY BUILDS - FSI														
12/16/94														
WEEK	WEEK	CUM%	CUM	WEEKLY	CUM	WEEKLY	CUM	WEEKLY	CUM	WEEKLY	CUM	WEEKLY	CUM	WEEKLY
ENDING	NUMBER	COMPLETE	MAIL	MAIL	T-SHIRT	T-SHIRT	LIGHTER	LIGHTER	RED PURSE	RED PURSE	BLACK PURSE	BLACK PURSE	WATCH	WATCH
2/8/95	1	1.3%	380	380	81	81	64	64	87	87	144	144	168	168
2/15/95	2	4.1%	1,219	839	261	180	205	141	278	192	464	319	541	372
2/22/95	3	7.5%	2,210	991	474	213	372	187	505	226	841	377	981	440
3/1/95	4	10.4%	3,057	847	656	182	514	142	698	193	1,163	322	1,356	376
3/8/95	5	13.9%	4,109	1,053	881	226	692	177	938	240	1,564	401	1,823	467
3/15/95	6	17.6%	5,195	1,086	1,114	233	874	183	1,186	248	1,977	413	2,305	482
3/22/95	7	20.9%	6,168	973	1,323	209	1,038	184	1,408	222	2,347	370	2,737	432
3/29/95	8	24.8%	7,308	1,140	1,567	244	1,230	192	1,668	260	2,781	434	3,242	506
4/5/95	9	29.4%	8,675	1,367	1,861	293	1,460	230	1,981	312	3,301	520	3,849	607
4/12/95	10	32.9%	9,710	1,035	2,083	222	1,634	174	2,217	236	3,695	394	4,308	459
4/19/95	11	37.3%	10,991	1,280	2,357	275	1,850	215	2,509	292	4,182	487	4,876	568
4/26/95	12	41.6%	12,246	1,256	2,627	269	2,061	211	2,796	287	4,660	478	5,434	557
5/3/95	13	46.5%	13,691	1,444	2,936	310	2,304	243	3,126	330	5,209	550	6,074	641
5/10/95	14	50.5%	14,881	1,191	3,192	255	2,504	200	3,397	272	5,662	453	6,803	528
5/17/95	15	55.1%	16,234	1,353	3,482	290	2,732	228	3,706	309	6,177	515	7,203	600
5/24/95	16	58.7%	17,310	1,078	3,713	231	2,913	181	3,952	246	6,586	410	7,880	478
5/31/95	17	62.8%	18,504	1,193	3,969	256	3,114	201	4,224	272	7,041	454	8,210	530
6/7/95	18	67.4%	19,852	1,349	4,258	289	3,341	227	4,532	308	7,554	513	8,808	598
6/14/95	19	71.9%	21,197	1,346	4,547	288	3,567	226	4,839	307	8,065	512	9,405	597
6/21/95	20	76.2%	23,055	1,857	4,945	398	3,880	313	5,263	424	8,772	707	10,229	824
6/28/95	21	87.8%	25,876	2,821	5,550	605	4,355	475	5,908	644	9,846	1,074	11,481	1,252
7/5/95	22	98.6%	29,066	3,190	6,234	684	4,892	537	6,636	728	11,059	1,214	12,896	1,415
7/12/95	23	99.3%	29,263	197	6,276	42	4,925	33	6,881	45	11,134	75	12,984	87
7/19/95	24	99.7%	29,381	118	6,302	25	4,945	20	6,708	27	11,178	45	13,036	52
7/26/95	25	100.0%	29,470	89	6,321	19	4,960	15	6,728	20	11,213	34	13,076	40

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VIRGINIA SLIMS FEBRUARY 1995															
ORIGINAL FORECAST WEEKLY BUILDS - CARTON															
12/16/94															
WEEK ENDING	WEEK NUMBER	CUM% COMPLETE	CUM MAIL	WEEKLY MAIL	CUM T-SHIRT	WEEKLY T-SHIRT	CUM LIGHTER	WEEKLY LIGHTER	CUM RED PURSE	WEEKLY RED PURSE	CUM BLACK PURSE	WEEKLY BLACK PURSE	CUM WATCH	WEEKLY WATCH	
2/8/95	1	1.3%	311	311	0	0	52	52	71	71	118	118	138	138	
2/15/95	2	4.1%	999	688	0	0	168	116	228	157	380	262	443	305	
2/22/95	3	7.5%	1,811	812	0	0	305	137	413	185	689	309	803	360	
3/1/95	4	10.4%	2,504	694	0	0	421	117	572	158	953	264	1,111	308	
3/8/95	5	13.0%	3,267	882	0	0	567	145	789	197	1,281	328	1,484	383	
3/15/95	6	17.6%	4,256	890	0	0	716	160	972	203	1,620	338	1,888	395	
3/22/95	7	20.9%	5,054	787	0	0	850	134	1,154	182	1,823	308	2,242	354	
3/29/95	8	24.8%	5,987	934	0	0	1,008	157	1,367	213	2,278	355	2,657	414	
4/5/95	9	29.4%	7,108	1,120	0	0	1,196	189	1,623	256	2,704	426	3,154	497	
4/12/95	10	32.9%	7,956	848	0	0	1,339	143	1,816	194	3,027	323	3,530	376	
4/19/95	11	37.3%	9,005	1,049	0	0	1,515	177	2,056	239	3,426	399	3,995	465	
4/26/95	12	41.6%	10,034	1,029	0	0	1,689	173	2,291	235	3,818	391	4,452	456	
5/3/95	13	46.5%	11,217	1,183	0	0	1,888	199	2,561	270	4,288	450	4,977	525	
5/10/95	14	50.5%	12,192	975	0	0	2,052	164	2,783	223	4,639	371	5,410	433	
5/17/95	15	55.1%	13,301	1,108	0	0	2,238	187	3,036	253	5,061	422	5,901	492	
5/24/95	16	58.7%	14,182	882	0	0	2,387	148	3,238	201	5,396	336	6,293	391	
5/31/95	17	62.8%	15,160	978	0	0	2,551	165	3,461	223	5,788	372	6,726	434	
6/7/95	18	67.4%	16,265	1,105	0	0	2,737	186	3,713	252	6,189	420	7,217	490	
6/14/95	19	71.9%	17,367	1,102	0	0	2,923	185	3,965	252	6,608	419	7,706	489	
6/21/95	20	78.2%	18,889	1,522	0	0	3,179	256	4,312	347	7,187	579	8,381	675	
6/28/95	21	87.8%	21,201	2,312	0	0	3,568	389	4,840	528	8,067	880	9,406	1,028	
7/5/95	22	98.6%	23,814	2,613	0	0	4,008	440	5,437	597	9,061	994	10,566	1,160	
7/12/95	23	99.3%	23,975	161	0	0	4,035	27	5,473	37	9,122	61	10,637	72	
7/19/95	24	99.7%	24,072	97	0	0	4,051	16	5,498	22	9,159	37	10,680	43	
7/26/95	25	100.0%	24,145	73	0	0	4,083	12	5,512	17	9,187	28	10,713	32	

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